



Office of Public Affairs
Division of University Advancement

News Release

Media Contact: Uyen Mai
(909) 869-5331, utmai@csupomona.edu
Release No: 0708-081

FOR IMMEDIATE RELEASE
April 22, 2008

Top Corporate Philanthropist from India to Speak on 'Gandhi's Ideal of Trusteeship' at Cal Poly Pomona

POMONA, Calif. — April 22, 2008— Rajashree Birla, a leading corporate philanthropist in India and distinguished humanitarian, will speak on "Gandhi's Ideal of Trusteeship: The Role of Business in Society," on **Sunday, April 27**, at Cal Poly Pomona.

Birla will explore how Mahatma Gandhi's ideal of trusteeship can serve as a source of inspiration and guidance for today's business endeavors in the domain of corporate social responsibility.

"Given the rash of corporate follies we have been witnessing, hers is a most timely message," says Dr. Tara Sethia, director of the Ahimsa Center, which is hosting the dialogue.

Birla is a pacesetter in the area of corporate social responsibility. She chairs the Aditya Birla Center for Community Initiatives and Rural Development, the apex body responsible for development projects and social welfare work across 40 companies in the Aditya Birla Group (ABG). The center's work covers more than 3700 villages with 7 million people, and involves running 41 schools and 16 hospitals.

The event begins at 2 p.m. in the Bronco Student Center's Ursa Major Suite, and a reception will follow. The event is free and open to the public, however RSVPs are required by **April 24**. To RSVP, e-mail the Ahimsa Center at ahimsacenter@csupomona.edu.

- end -